



Our ref TT/sjw

22 November 2011

Dear Consultee

Consultation on draft AHDB Corporate Plan 2012-2015

The Agriculture and Horticulture Development Board (AHDB) has today launched an eight week consultation with stakeholders on our Corporate Plan 2012-15, which will run from Tuesday 22 November 2011 to 17.00 hours on Monday 17 January 2012.

The AHDB Board is recommending an increase to the AHDB levy rate for potatoes in Great Britain. In 2010, we introduced a three year programme of small incremental potato levy increases and this plan encompasses the third 3% increase to allow growth in potato levy-payer-facing activities. The levy rates for the other five AHDB sectors (cereals and oilseeds in the UK, milk in GB, horticulture in GB, pigs in England and beef and lamb in England) are recommended to remain unchanged from the existing 2011/12 rates.

The AHDB Board will take into account the responses to this consultation when agreeing the final Corporate Business Plan at its meeting on 31 January 2012, it must then seek approval for the Plan and recommended levy rates from Defra and devolved administration Ministers.

AHDB is a Non-Departmental Public Body which is managed as an independent organisation with evidence-based outputs. We play a pivotal role in improving farm business efficiency and competitiveness. We are funded by farmers, growers and others in the supply chain through statutory levies and undertake research and development and farm-level knowledge transfer activity. We also provide essential market information to improve supply chain transparency, deliver marketing promotion activities to help stimulate demand and also work to maintain and develop export markets. (Further information on AHDB is available at www.ahdb.org.uk)

A copy of the draft AHDB Corporate Plan 2012-15 is included with this letter. Further copies of these consultation documents and a copy of our six detailed sector-focused business plans that sit underneath this Plan can be found at <http://www.ahdb.org.uk/publications/consultation.aspx>.

This eight week consultation closes at 17.00 hours on Monday 17 January 2012. Please could you send all responses to info@ahdb.org.uk or via post to Guy Attenborough, Head of Communications, AHDB, Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TL.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Tom Taylor', is written over a light blue circular stamp that contains the AHDB logo.

**Tom Taylor
Chief Executive**